

Message Text

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PAGE 01 SINGAP 01005 030839Z

17

ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W

----- 101310

P 030400Z MAR 76

FM AMEMBASSY SINGAPORE

TO SECSTATE WASHDC PRIORITY 4706

UNCLAS SINGAPORE 1005

FOR COMMERCE/OIM/MOORE

E. O. 11652: N/A

TAGS: BEXP

SUBJECT: NEW PRODUCT CLINICS

1. EMBASSY SINGAPORE, TRADE CENTER AND USIS CONCUR IN POTENTIAL VIABILITY THIS NEW PROMOTIONAL TECHNIQUE. WELCOME NEW PRODUCT CLINICS ON ANY THEME TARGETED FOR PROMOTION IN SINGAPORE ALTHOUGH DOUBTFUL COULD DRAW FROM OTHER COUNTRIES WITHIN OUR REGIONAL RESPONSIBILITY.

2. PRESENCE INDUSTRY EXPERT DEEMED ESSENTIAL TO SUCCESS THIS PROGRAM.

3. FOR SINGAPORE TIMING MUST WORK AROUND REGULAR EXHIBITIONS, COMPUTERS AND PERIPHERALS, SEPTEMBER 27-30 AND GRAPHIC ARTS, OCTOBER 25-29 AND TENTATIVE BUT PROBABLE FULL LINE KODAK BSP ON BOOKS FOR OCTOBER 9-16. WEEKS SEPTEMBER 13 OR OCTOBER 4 BEST BETS. REQUEST EARLIEST POSSIBLE CONFIRMATION.

4. IN VIEW JUNE METALWORKING EXHIBITION AT RTC, RELATED NEW PRODUCT CLINIC OCCURRING SEVERAL MONTHS LATER SHOULD PROVIDE CONTINUITY OF PROMOTION THIS THEME. IN THIS CONTEXT, WOULD NOT OBJECT TO MID-NOVEMBER TIMING.

5. USIS PREPARED FURNISH EQUIPMENT AND MEDIA COVERAGE. TRADE CENTER WILL ATTEND TO FLYER PRINTING AND MAILING. USE 3/4" CASSETTE TYPE MACHINES.

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6. EMBASSY'S ECON/COMMERCIAL SECTION PREPARED DEVOTE THREE

TO FOUR MAN-DAYS TO ACTIVITIES GENERATED BY MACHINE TOOL
NPC. IMPACT ON CCP ADJUDGED MINIMAL.
HOLDRIDGE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 03 MAR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976SINGAP01005
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760080-0545
From: SINGAPORE
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Original Previous Classification: n/a
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Margaret P. Grafeld
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Secure: OPEN
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Subject: NEW PRODUCT CLINICS
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